

Sarah Hassaine has built a career and brand as an expert in people experience, brand and marketing, and project management. Sarah started her career in politics in San Diego working for the Mayor's office, then moved abroad to do socio-economic assessments of refugee camps, and landed an internship with the United Nations after graduating with a Bachelors in International Relations. She became a government contractor with Deloitte working for the US Navy in Washington DC. As a strong Program Manager, she pivoted back into international development supporting multi-million democracy building projects, mainly across the Middle East and North Africa. For the last 10+ years she has been in high-tech companies helping executives and people leaders achieve innovation and productivity through work in culture, brand, and engagement both internally and externally. Currently, she is consulting with AI startups and nonprofits on business and marketing strategies. Most recently, she was the Global Head of Corporate Social Responsibility & Culture at the digital sleep health company ResMed. Prior, she was at Amazon where she helped with recruiting and retention in Applied Sciences, and then at Qualcomm where she led their conference engagement, affinity group expansion, and designed learnings and inclusion building solutions. Her strengths lie in solving big problems for companies and designing the roadmap and deliverables that will achieve business success.

Sarah is very civic-minded and committed to San Diego. She serves on several nonprofit boards providing guidance and strategic guidance in STEM, equity in the workplace, access, and economic inclusion. Sarah also actively volunteers and supports different organizations in San Diego and Baja, Mexico. She obtained her BA in International Relations from UCSD, her MA in Public Policy from George Washington University and her MBA from the Wharton Business School. Check out her global TED talk on "Confessions of a D&I Leader" [here](#). Sarah is happiest traveling, on a salsa dance floor, or with hot tea and a good book.

Link to the "Confessions of a D&I Leader" video, in case is needed if the link on the "here" doesn't go through: <https://www.youtube.com/watch?v=R-9xPAmduNQ>